

# REQUEST FOR PROPOSALS

## CONSULTING SERVICES – LAND USE PLANNING AND IMPLEMENTATION BID NO. 2014-08



City of Morgantown, West Virginia  
389 Spruce Street  
Morgantown, WV 26505  
304-284-7431  
<http://www.morgantownwv.gov/>

RFP issued..... Wednesday, June 25, 2014

Proposals due ..... Thursday, July 17, 2014  
at 2:00 P.M. E.S.T.

RFP can be accessed via the internet at:  
<http://www.morgantownwv.gov/business/rfpsrfqsbids/>

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Additional information can be obtained through the following website links:

1. RFP for Consulting Services – Land Use Planning and Implementation:  
<http://www.morgantownwv.gov/business/rfpsrfqs bids/>
2. City of Morgantown Comprehensive Plan (2013 Update):  
<http://www.morgantownwv.gov/about/crossroads-2012-comprehensive-plan/>
3. Downtown Strategic Plan (2010 Update):  
<http://www.morgantownwv.gov/government/reports/>
4. City of Morgantown Planning & Zoning Code:  
<http://www.morgantownwv.gov/wp-content/uploads/Planning-and-Zoning-Code-2012.pdf>
5. City of Morgantown Zoning Map:  
[http://www.morgantownwv.gov/wp-content/uploads/official\\_zoning\\_map\\_07-01-2012.pdf](http://www.morgantownwv.gov/wp-content/uploads/official_zoning_map_07-01-2012.pdf)
6. Morgantown Monongalia Metropolitan Planning Organization (MMMPO) 2040 Long-Range Transportation Plan:  
[http://plantogether.org/Resouces/Notices\\_Document.html](http://plantogether.org/Resouces/Notices_Document.html)

# **PART I – INTRODUCTION**

## **1 Introduction**

- 1.01** The City of Morgantown, West Virginia is seeking qualified consultants to undertake a variety of “on-call” consulting service assignments in support of the implementation of strategies identified in the 2013 Comprehensive Plan and the 2010 Downtown Strategic Plan. This initiative will have a strong emphasis on implementation and will build on the goals, objectives, and principles established in the adopted land use plans.

The purpose of this land use planning and implementation initiative is to integrate adopted land use plans with the City’s development regulations to incentivize desired residential, commercial, and economic development and enhance the built environment throughout the City.

- 1.02** Highly qualified consultant firms are sought who possess one or more of the following areas of expertise (sample activities are listed under each area of expertise):

- **Land Use Planning and Development**

- Preparation of “action plans” based on market reality for corridors and areas requiring reinvestment, as well as, infill and new development opportunities.
- Neighborhood and community revitalization planning.
- Redevelopment strategies for commercial corridors, commercial center redevelopment, and brownfield sites.
- Development of capital improvement/infrastructure cost estimates.
- Land use and development capacity analysis.

- **Zoning**

- Short-term planning services including, but not limited to, technical development plans review for compliance; interpreting and applying the standards contained within the enacted land use and development regulations; developing reports and supporting graphics and presenting review summaries and compliance findings to the Planning Commission and/or Board of Zoning Appeals.
- Expert witness testimony in planning and zoning issues.
- Development of new planning tools and zoning regulatory approaches to incentivize desired residential, commercial, and economic development; enhance the built environment; entice investment; and, manage change in ways which benefit a community.

- Identification of barriers in zoning and subdivision regulations that inhibit economic investment and business expansion and develop and implement enhanced regulatory strategies.
- Assist in modifying or writing ordinances to support plan implementation and zoning objectives.

- **Urban Design**

- Development and implementation of urban design and architectural standards for new development and retrofitting of existing development.
- Within specific geographical areas (e.g, central business districts, commercial corridors, historic neighborhoods, etc.), identification and development of urban location, form, standards, and guidelines for residential and commercial development.
- In historic districts, development of urban and architectural standards for new development and renovations of historical and historically contributing structures.

- **Outreach and Civic Engagement**

- Public outreach and communications.
- Workshop and community involvement facilitation.
- Public hearing presentation.

- **Process Enhancement**

- Review of departmental procedures and processes, and the development of recommendations to streamline all aspects of a community's development review, permitting, licensing, and inspections while reducing uncertainty and redundancy.
- Development and implementation of processes and procedures that are clear and transparent to all stakeholders.
- Development and implementation of urban design, architectural standards, and/or historic preservation review processes.

**1.03 Multi-award.** The City intends to select multiple firms at its discretion in order to ensure that it has a pre-qualified pool of consultants with the full range of disciplines at its disposal to work with Staff on various assignments under task order contracts. Teaming arrangements in submitting proposals under this RFP are not required.

After selections are made, the Development Services Department intends to open task orders for pre-qualified consultant(s) as necessary. Consultant(s) will be asked to prepare a detailed scope, schedule, and budget for each task order.

Consultant(s) may also be required to coordinate and work with other consultant(s) on some or all assignments. All tasks will be under the direction of the Director of Development Services who will oversee and actively work with consultant(s) to complete each assignment.

- 1.04** Sealed proposals must be delivered to the City of Morgantown Finance Department no later than 2:00 P.M. E.S.T. on Thursday, July 17, 2014, and must be addressed to:

Finance Department  
City of Morgantown  
389 Spruce Street  
Morgantown, WV 26505

Sealed proposal envelopes shall carry a clear notation in the lower left quadrant, **“Consulting Services – Land Use Planning and Implementation, Bid No. 2014-08.”**

Proposals submitted by facsimile or email will not be accepted.

- 1.05** In order to ensure a fair and objective RFP process and evaluation, all questions and inquiries related to this RFP shall be addressed in writing to Christopher Fletcher, AICP, Director of Development Services by email to [cfletcher@cityofmorgantown.org](mailto:cfletcher@cityofmorgantown.org). The deadline for written questions and inquiries is Tuesday, July 8, 2014 by 10:00 A.M. E.S.T. All questions and answers will be posted on the City’s website (<http://www.morgantownwv.gov/business/rfpsrfqsbids/>) by Thursday, July 10, 2014.

Contact with any City of Morgantown employee or official is prohibited without prior written consent from the Finance Director. Offerors contacting any other employee(s) or official(s) without prior written consent risk elimination of their proposal from further consideration.

- 1.06** The tentative schedule for this Request for Proposals is as follows:

Release RFP to Vendors and Web Site Post Date	June 25, 2014
Deadline for Written Questions	July 8, 2014 by 10:00 AM
Answers to Questions Posted on City Website	July 10, 2014
Proposal Submission Deadline	July 17, 2014 By 2:00 PM
Earliest Award of any One Contract	August 15, 2014

## **PART II – DEFINITIONS, TERMS, AND CONDITIONS**

### **2 Definitions, Terms, and Conditions**

**2.01 Definitions:** In order to simplify and clarify the language throughout this Request for Proposals, the following definitions shall apply:

**2.01.01 CITY** – Same as City of Morgantown, West Virginia.

**2.01.02 CITY COUNCIL** – The elected officials of the City of Morgantown, West Virginia, who have been given the authority to exercise such powers and jurisdiction of all City business as conferred by State Statutes.

**2.01.03 CONTRACT** – An agreement between the City of Morgantown and the Offeror to furnish supplies and/or services over a designated period of time during which repeated purchases are made of the commodity and/or service specified.

**2.01.04 RFP** – Request for Proposal.

**2.01.05 OFFEROR/VENDOR/FIRM** – An organization offering a proposal in response to this RFP.

### **2.02 Terms and Conditions**

#### **2.02.01 Proposals**

**2.02.01.01** The submitted proposal(s) must be received by the Finance Department prior to the time and date specified in Section 1.04. The mere fact that the proposal was dispatched will not be considered. The Offeror must ensure that the proposal is actually delivered and received on time.

**2.02.01.02** Proposals received after the date and time specified in Section 1.04 shall be returned unopened and will be considered void and unacceptable. The City is not responsible for lateness of mail carrier, etc., and time/date stamp in the Finance Department shall be the official time of receipt.

**2.02.01.03** Proposals cannot be altered or amended after the closing date. Alterations made before closing must be initialed by Offeror guaranteeing authenticity. Proposals may not be withdrawn after proposal closing date and vendors so agree upon submittal of their proposal.

- 2.02.01.04** Proposals will be received and publicly acknowledged in City Council's Chambers at 2:00 P.M. E.S.T. on the date specified in Section 1.04. Offerors, their representative(s), and interested persons may be present. The proposals received will be publicly opened but not read aloud. The City will certify complete applications and make available a listing of same by the end of business on the date specified in Section 1.04. Proposals shall remain valid for a period of one (1) year from the date and time identified in Section 1.04.
- 2.02.01.05** By submitting a proposal, the vendor certifies that he/she has fully read and understands this RFP and has full knowledge of the scope, quantity, and quality of the services to be furnished and intends to adhere to the provisions described herein. Failure to do so will be at the Offerors own risk, and he/she cannot secure relief on pleas or error. Neither law nor regulations make allowance for error of omission or commission on part of Offerors.
- 2.02.01.06** Any proposal which does not contain all of the information requested in this RFP will be considered incomplete and may be rejected by the City of Morgantown.
- 2.02.01.07** The City of Morgantown is exempt from State Sales Tax and Federal Excise Tax; therefore, the proposal prices shall not include taxes.
- 2.02.01.08** The Offeror shall furnish any additional information as the City of Morgantown may require. The City of Morgantown reserves the right to make investigation of the qualifications of the Offeror(s) as they deem appropriate.
- 2.02.01.09** This RFP does not commit the City of Morgantown to award a contract, to pay any cost incurred in the preparation of a proposal, or to procure or contract for services.
- 2.02.01.10** Selected Offeror(s) shall be responsible for all taxes and licenses of the City, State, and Federal authorities.

### **2.03 Reservations**

- 2.03.01** The City of Morgantown reserves the right to accept or reject any or all proposals as a result of this RFP, to negotiate with all qualified sources, or to cancel, in part or in its entirety, this RFP if found in the best interest of the City of Morgantown. All proposals become the property of the City of Morgantown.
- 2.03.02** The City of Morgantown reserves the right to waive any informalities and technicalities and to accept the offer(s) considered most advantageous in

order to obtain the best value for the City. Causes for rejection of a proposal may include but shall not be limited to the Offeror's current violation of any City ordinance, the Offeror's current inability to satisfactorily perform the work or service, or the Offeror's previous failure to properly and timely perform its obligations under a contract with the City. Offerors may be disqualified and rejection of proposals may be recommended for any (but not limited to) of the following causes: 1.) Failure to use the proposal form(s) furnished by the City; 2.) Lack of signature by an authorized representative on the Certification form; 3.) Failure to properly complete the proposal; 4.) Evidence of collusion among Offerors; or 5.) Any alteration of the language contained within the RFP form(s).

**2.03.03** The City reserves the right to retain all proposals submitted and to use any idea in a proposal regardless of whether that proposal is selected. Submission of a proposal indicates acceptance by the firm of the terms and conditions contained in this RFP, unless clearly and specifically noted in the proposal submitted and confirmed in the contract(s) between the City of Morgantown and the firm(s) selected.

**2.03.04** The City of Morgantown may conduct reference checks as needed to evaluate proposals. The City may contact those listed, and inclusion of this listing in the firm's proposal is agreement that the City may contact the named reference. The City reserves the right to contact other companies or individuals that can provide information to the City that will assist in evaluating the capability of the Offeror.

## **2.04 Reimbursements**

There is no expressed or implied obligation for the City of Morgantown to reimburse responding firms for any expenses incurred in preparing proposals in response to this RFP, and the City of Morgantown will not reimburse responding firms for these expenses, nor will it pay any subsequent costs associated with the provision of any additional information or presentation, or to procure a contract(s) for these services.

## **2.05 Communication**

The City of Morgantown shall not be responsible for any verbal communication between any employee of the City and any potential firm(s). Only written proposals will be considered.

## **2.06 Negotiations**

During the evaluation process, the City of Morgantown reserves the right, where it may serve the City of Morgantown's best interest, to request additional information or clarifications from Offeror(s). At the discretion of the City, all firms subject to being selected based on criteria set forth in this RFP may be requested to make oral



presentations. Each proposal must designate the person(s) who will be responsible for answering technical and contractual questions. Preliminary negotiations may be conducted with responsible Offeror(s) who submit proposals that are reasonably susceptible of being selected. At the discretion of the City, all Offeror(s) reasonably susceptible of being selected based on criteria set forth in this RFP may be given an opportunity to make a presentation and/or interview with the Selection Committee.

## **2.07 Disclosure**

At the public opening, there will be no disclosure of contents to competing firms, and all proposals will be kept confidential during the negotiation process. The City will certify complete applications and make available a listing of same by the end of business on the date specified in Section 1.04. Except for trade secrets and confidential information which the Offeror identifies as proprietary, all proposals will be open for public inspection and subject to the Freedom of Information Act (FOIA).

## **2.08 If proposal results in a task order contract(s), the following terms and conditions will apply:**

- 2.08.01** Offerors should be aware that this RFP and the contents of the successful proposal will become a part of any subsequent contractual document(s) to perform one or more task orders that may arise from this RFP. In case of discrepancy between the RFP and the Offeror's proposal, the RFP will rule.
- 2.08.02** The City of Morgantown will not accept any contract terms that require pre-payment for services, supplies, or equipment. Limited exceptions may be considered for operating leases or software maintenance and support agreements with prior approval of the Finance Director. Software maintenance and support fees may not be assessed for any system that is not installed, operational, and available for use by the City of Morgantown.
- 2.08.03** No oral statement of any person shall modify or otherwise change, or affect the terms, conditions, or specifications stated in the resulting task order contract(s). All Change Orders to a task order contract awarded under this RFP will be made in writing by the City Manager for the City of Morgantown.
- 2.08.04** Should there be a change in ownership or management of the Offeror, a task order contract(s) awarded in relation to this RFP shall be canceled unless a mutual agreement is reached with the new owner or manager within fourteen (14) calendar days to continue the task order contract(s) with its present provisions and prices. A task order contract(s) awarded in relation to this RFP is nontransferable by either party.

- 2.08.05** All invoicing shall be submitted to the City of Morgantown Development Services Department and will be paid upon satisfactory delivery of services and billing according to the prevailing laws of the State of West Virginia.
- 2.08.06** Offerors are advised that all task order contracts are subject to all legal requirements provided in applicable City ordinances and State and Federal Statutes.
- 2.08.07** The Certification / Authorization / Acknowledgement Affidavit in Section VI of this RFP must be properly executed and provided with the sealed proposal. Proposals that do not include an executed affidavit will be considered incomplete and may be rejected by the City of Morgantown.
- 2.08.08** The City of Morgantown operates and is funded on a fiscal year basis; accordingly, the City of Morgantown reserves the right to terminate, without liability, any contract for which funding is not available.

## **2.09 Insurance and Bonds**

- 2.09.01** The Offeror agrees to maintain, on a primary basis, for the duration of a contract(s) awarded in relation to this RFP, the insurance coverage and limits as described below. The Service Provider must deliver to the City a certificate(s) of insurance evidencing that such policies are in full force and effect with verification within five (5) business days of notification of the City's intent to award a contract(s). Failure to meet the insurance requirements and provide the required certificate(s) and any necessary endorsements within five (5) business days may cause the proposal to be rejected. The City reserves the right to obtain complete, certified copies of all required insurance policies at any time.
- 2.09.02** The Offeror shall maintain and keep in force during the term of the task order contract(s) awarded under this RFP one or more policies of liability insurance written by one or more responsible insurance carrier(s), which will include protecting and indemnifying the City in the following amounts:
- a) Comprehensive General Liability – \$1,000,000 combined aggregate
  - b) Automobile Liability – \$1,000,000 combined single limit
  - c) Professional Liability (errors and omissions) - \$1,000,000 per claim.

d) **Workers Compensation**

Each liability insurance policy shall name the City as an additional insured. Offeror shall furnish an original counterpart of such insurance policy to the City. Offeror shall furnish to the City appropriate certificates for such insurance which shall include a commitment by each insurance company to notify the City in writing of any material change, expiration or cancellation of the insurance policy required hereunder not less than thirty (30) days prior to such change, expiration or cancellation becoming effective. In addition to the above, Offeror shall obtain and keep in force during the term hereof such insurance required by any law or regulation or prudent business practices.

**2.10 Damage and Indemnity**

Offeror assumes full responsibility for any and all damages caused by Service Provider's exercise of its activities as authorized. Offeror agrees that it will at all times protect, defend, and indemnify and hold harmless the City, its officers, agents, employees, tenants, and their successors and assigns from and against all liabilities, losses, claims, demands, actions, and court costs (including reasonable attorneys' fees), arising from or growing out of loss or damage to property or injury to or death to any persons resulting in any manner from the actions or failure to act of Offeror or any invitees, guests, agents, employees, or subcontractors of Offeror, whether brought by any of such persons or any other person arising from Offeror's activities as authorized. Offeror shall promptly pay to the City, its successors or assigns, the full amount of any such costs, loss or damage which the City, its successors or assigns may sustain or incur, or for which the City, its successors or assigns, may become liable.

**2.11 Addenda**

**2.11.01** In the event of a needed change in the published RFP documents, it is understood that all the foregoing terms and conditions and all performance requirements will apply to any published addendum.

**2.11.02** All published addenda shall be signed and included with the Offeror's RFP response package as acknowledgement of the addendum. Firms are responsible for obtaining all published addenda from the City of Morgantown Development Services Department or by downloading these documents from the City of Morgantown website. The City assumes no responsibility for the Firms failure to obtain and/or properly submit any addenda. Failure to acknowledge and submit any addenda may be cause for the proposal to be rejected. The City's decision to accept or reject any particular proposal due to a failure to acknowledge and submit addenda shall be final.

## **PART III – ANTICIPATED SCOPE(s) OF WORK**

### **3 Anticipated Scope(s) of Work**

The City of Morgantown is seeking qualified consultant(s) to undertake a variety of “on-call” assignments or sets of assignments under a task order contract(s) in one or more of the following assignment areas where it may serve the City of Morgantown’s best interest:

#### **3.01 Development of Urban Design Standards**

This set of assignments may involve the development of urban design and architectural standards within the downtown, within neighborhood commercial nodes, within commercial corridors, and/or within targeted areas where form-based and/or context sensitive design regulations will further desired development patterns, characters, and types; will involve the strengthening and integration of historic preservation into downtown and historic neighborhood decision-making, particularly with regard to property design, development, and site interpretation; will involve revising development standards relating to building envelopes, density, intensity, massing, etc. within the downtown and/or targeted areas; and, will involve the development and implementation of urban design, architectural standards, and historic preservation review processes. Other assignments may include updating signage regulations for all or portions of the City and updating subdivision regulations City-wide.

#### **3.02 Delivering short-term planning services.**

This set of assignments involves short-term planning services including, but not limited to, technical development compliance plans review; interpreting and applying the standards contained within the enacted land use and development regulations; developing reports and supporting graphics and presenting review summaries and compliance findings to the Planning Commission, Board of Zoning Appeals, and/or City Council; and, providing expert witness testimony in planning and zoning issues.

#### **3.03 Development of Economic and Zoning Tools to Entice Reinvestment**

This set of assignments will involve developing or revising zoning and/or other regulatory ordinances and standards in order to support the desired land use and development pattern outcomes identified in the City’s 2013 Comprehensive Plan Update and the 2010 Downtown Strategic Plan Update.

#### **3.04 Development of one or more area revitalization/implementation action plans.**

This set of assignments may involve land use planning of targeted revitalization areas that require further land use and development study by the Planning Commission to enable zoning map amendment and/or zoning text amendment implementation recommendations to City Council that will advance the goals, objectives, strategies, and consistency principles of the 2013 Comprehensive Plan

Update and the 2010 Downtown Strategic Plan Update. Specifically, the City's 2013 Comprehensive Plan Updated identified a number of "Areas for Future Study" where the existing zoning classifications and/or regulations do not align with the existing land uses or the existing pattern of development. Some areas include existing zoning that is not compatible with, or does not fully support the desired future of the area as indicated in the 2013 Comprehensive Plan Update's Land Management Map. Additionally, the City's 2010 Downtown Strategic Plan Update identified a number of "Character Areas" within the downtown civic core that requires unique policy, programming, and development strategy implementation.

**3.05 Development of recommendations for enhancing plans review processes and functions.**

This set of assignments may involve the creation of new policies, procedures, and tools that will enable the Planning Commission, Board of Zoning Appeals, Downtown Design Review Committee, Historical Landmarks Commission, and Development Services Department to effectively carry out its missions and direct growth and development in ways that support implementation of the 2013 Comprehensive Plan Update, the 2010 Downtown Strategic Plan Update, and recently enhanced departmental objectives. In addition to the development of these tools, this activity will also involve a high degree of facilitation with stakeholders to obtain input and insight, as well as, education and consensus building.

**3.06** Offerors are expected to identify in their proposals to this RFP which of the above scopes of work assignment areas they seek to be considered (Part VII, Form B of this RFP).

**3.07** The City intends to select multiple firms at its discretion in order to ensure that it has a pre-qualified pool of consultants with the full range of disciplines at its disposal to work with Staff on various assignments under task order contract(s). Teaming arrangements in submitting proposals under this RFP are not required.

**3.08** Where it may serve the City of Morgantown's best interest, assignments may cross anticipated scope(s) of work areas identified above and/or multiple assignments may be developed within any one of the anticipated scope(s) of work areas identified above.

**3.09** Depending on task order assignment(s), consultant(s) will be expected to periodically attend meetings with staff at City Hall, other locations within the City, make public presentations, etc.

**3.10** Additions. The City may require other related services not specifically listed but related to this RFP.

**3.11** Funding Out. The continuation of task order assignment(s) under this RFP is contingent upon funding appropriated by City Council.

## PART IV – PROPOSAL FORMAT & CONTENT REQUIREMENTS

### 4 Proposal Format & Content Requirements

#### 4.01 Requirements

The following instructions describe the form in which proposals must be submitted. Proposal documents should provide a straightforward, concise description of the Offeror's capabilities to complete anticipated scope(s) of work assignments identified in Part III of this RFP. Emphasis should be on completeness, clarity of content, and conveyance of the information requested by the City of Morgantown. The requirements stated do not preclude Offerors herein from furnishing additional reports, functions, and costs as deemed appropriate.

One (1) original and three (3) copies of the proposal must be submitted. The original must be unbound. In addition, one electronic version of the proposal must be included in Adobe Acrobat (.pdf) format written to a single CD-ROM. The electronic version of the proposal must be an exact copy of the original hard copy proposal. Failure to submit in the manner prescribed may cause the proposal to be rejected.

#### 4.02 Organization of Proposal

**4.02.01** Responses to the following items will be used for proposal evaluation. Proposals which do not contain responses to each of the requirement items will be considered incomplete and may be rejected. To aid in the comparative evaluation of proposals, please include the following in the order in which it appears below:

##### **4.02.01.01** Introduction

- a. Name, address, phone, fax number, and email address.
- b. Brief background history of the firm/consultant.
- c. Principals of firm, number of staff.
- d. Services offered by firm/consultant.

##### **4.02.01.02** Qualifications

- a. Include a description of the firm's background and experience in providing consultant services generally described in Section 1.02 of this RFP.
- b. Include proposed key personnel along with brief resumes for each including the extent of professional planners with certification from

the American Institute of Certified Planners (AICP) who will be providing consulting services.

- c. Complete the Self-identification of in-house expertise/experience (see Table 1, Form A, Part VII of this RFP).
- d. Provide brief summaries of projects which the firm has undertaken which are relevant to the services being offered; particularly, those identified in Part III “Anticipated Scope(s) of Work” of this RFP. Include project name, name of client organization, year of completion, services provided, the firm’s role, and description of outcomes.
- e. Complete the Self-identification of in-house expertise/experience (see Table 2, Form A, Part VII of this RFP).
- f. Identify the specific anticipated scope(s) of work assignment areas described in Part III of this RFP that your firm is interested in and seeks to provide consultant services (see Table 3, Form B, Part VII of this RFP).

NOTE: Qualifications and references included in the proposal must relate to the specific anticipated scope(s) of work assignment areas that your firm is interested in and seeks to provide consultant services and identified on Table 3, Form B, Part VII of this RFP.

#### **4.02.01.03 Approach and Methodology**

- a. Include a narrative describing how the firm typically approaches the type of services being offered and its general understanding regarding the nature and type of services which the City of Morgantown is seeking.
- b. Describe the methodologies and timeframes for which your firm typically uses to carry out these services, including the use and/or development of best practices and other innovative tools that reflect current land use policy practices and trends across the country.

NOTE: Approaches, methodologies, and timeframes included in the proposal must relate to the specific anticipated scope(s) of work assignment areas that your firm is interested in and seeks to provide consultant services and identified on Table 3, Form B, Part VII of this RFP.

#### **4.02.01.04 References**

- a. Provide a minimum of three (3) references where similar work has been performed by the firm.

NOTE: References included in the proposal must relate to the specific anticipated scope(s) of work assignment areas that your firm is interested in and seeks to provide consultant services and identified on Table 3, Form B, Part VII of this RFP.

**4.02.01.05** Location of Firm

- a. The City of Morgantown encourages the use of West Virginia labor. Please specify the office location(s) that will be used to provide services under this RFP.

**4.02.01.06** Familiarity with the City of Morgantown and Monongalia County

- a. Please list any active relevant projects in Morgantown and Monongalia County, West Virginia.
- b. Please list any completed relevant projects in Monongalia County, West Virginia within the past five (5) years.

**4.02.02** Completed Certification/Authorization/Acknowledgment Affidavit (see Part VI of this RFP).

**4.03 Cost Proposal**

Firms shall submit a list of hourly labor rates (fully burdened) for all personnel proposed to work on task order assignment(s). These rates will be used by successful candidate firms as the basis for developing budgets and detailed scopes of work for task order assignment(s) once a contract(s) is in place.



## PART V – EVALUATION FACTORS

### 5 Evaluation Factors

The City of Morgantown will review all proposals to determine compliance with required elements listed in this RFP. Proposals may be judged non-responsive and removed from further consideration if any of the following occur:

- 1) The proposal is not received timely in accordance with the terms of this RFP.
- 2) The proposal does not follow the specified format.

#### 5.01 Evaluation Criteria

Submitted proposals will be evaluated on the following criteria. A weighted average formula will be utilized.

CRITERIA	VALUE (%)
Experience and background in areas of expertise stated and generally described in Section 1.02 of this RFP.	25
Experience and background in performing assignments stated and generally described in Part III “Anticipated Scope(s) of Work” of this RFP. NOTE: Proposals will be compared within each of the “Anticipated Scope(s) of Work” assignment areas.	25
Methodology, approach, and measurable success (references) related to areas of expertise described in Section 1.02 of this RFP and experience in performing assignments described in Part III “Anticipated Scope(s) of Work” of this RFP.	15
Familiarity working with local government land use agencies and current land use policy practices and trends across the country.	15
The extent of professional planners with certification from the American Institute of Certified Planners (AICP) who will be providing consulting services.	5
Proximity of the office(s) to Morgantown that will provide consulting services.	5
Distribution of Work <ul style="list-style-type: none"> <li>• Active projects in Monongalia County, West Virginia</li> <li>• Completed projects in Monongalia County, West Virginia in the past five (5) years.</li> </ul>	5
Cost Proposal (Hourly Rates)	5
<b>TOTAL</b>	<b>100</b>

### **5.02 Evaluation Process**

A committee will be selected to evaluate and rank in writing all proposals. The City of Morgantown's City Manager and the Development Services Department shall have the right to negotiate with individual Offerors after their proposals are ranked. The City Manager will establish procedures and schedules for conducting negotiations. Disclosure of an Offeror's price(s) to another and any information derived from competing proposals is prohibited.

### **5.03 Best and Final Offer**

The City Manager will, if one or more proposals are selected for a specific task order assignment(s), issue a written request for best and final offer. The request shall set forth the date, time, and place for the submission of best and final offer. At any point in the negotiation process, the City Manager may, at his/her discretion, terminate negotiations with any and all Offerors.

## **PART VI – CERTIFICATION / AUTHORIZATION / ACKNOWLEDGMENT AFFIDAVIT**

I certify that I have fully read and understand this "Request for Proposals" and have full knowledge of the scope, quantity, and quality of the services to be furnished and I intend to adhere to the provisions described herein. I affirm that I possess the legal authority to submit this Proposal and make this Affidavit on behalf of myself and the firm for which I am acting. I solemnly declare and affirm under the penalties of perjury that this proposal has not been prepared in collusion with any other Vendor, and that the contents of this proposal have not been communicated to any other Vendor prior to the official opening of this proposal, and that this proposal and affidavit are true and correct to the best of my knowledge, information, and belief, after diligent inquiry

Signed By: \_\_\_\_\_ Date: \_\_\_\_\_

Typed Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Phone No.: \_\_\_\_\_ Fax No.: \_\_\_\_\_

Email: \_\_\_\_\_

Bid Address: \_\_\_\_\_  
P.O. Box or Street City State Zip

Order Address: \_\_\_\_\_  
P.O. Box or Street City State Zip

Remit Address: \_\_\_\_\_  
P.O. Box or Street City State Zip

Federal Tax ID No.: \_\_\_\_\_

## PART VII – FORM A

### Self-Identification of In-house Expertise/Experience

Check the box that best describes your experience (columns) and capacity in each of the “Areas of Expertise” (rows) that are stated and generally described in Section 1.02 of this RFP.

<b>TABLE 1</b>					
<b>Areas of Expertise</b>	<b>No Experience 1</b>	<b>Minimal Experience 2</b>	<b>Some Experience 3</b>	<b>Good Experience 4</b>	<b>Highly Experienced/ Core Service 5</b>
Land Use Planning / Development					
Zoning					
Urban Design					
Outreach and Civic Engagement					
Process Enhancement					

Check the box that best describes your experience (columns) and capacity in each of the Anticipated Scope(s) of Work “Assignment Areas” (rows) as described in Part III of this RFP.

<b>TABLE 2</b>					
<b>Assignment Areas</b>	<b>No Experience 1</b>	<b>Minimal Experience 2</b>	<b>Some Experience 3</b>	<b>Good Experience 4</b>	<b>Highly Experienced/ Core Service 5</b>
Development of Urban Design Standards					
Delivering Short-Term Planning Services					
Development of Economic and Zoning Tools to Entice Reinvestment					
Development of one or more area revitalization / implementation action plans					
Development of recommendations for enhancing plans review processes and functions					

## PART VII – FORM B

### Assignment Areas of Interest

Place a check next to the “Anticipated Scope(s) of Work” assignment area(s) described in Part III of this RFP that your firm is interested in and seeks to provide consultant services.

<p style="text-align: center;"><b>TABLE 3</b></p> <p style="text-align: center;"><b>Anticipated Scope(s) of Work Assignment Areas</b></p>	<p>My firm is interested in and seeks to provide consulting services in the following anticipated scope(s) of work assignment areas.</p>
Development of Urban Design Standards	
Delivering Short-Term Planning Services	
Development of Economic and Zoning Tools to Entice Reinvestment	
Development of one or more area revitalization/implementation action plans	
Development of recommendations for enhancing plans review processes and functions	